

WHAT IS AL QUDRAH ?



Al Qudrah is a clear vision of the 21st Century, a full-fledged agency offering 360° marketing, **advertising and integrated digital** promotional services and strategies to clients with over 30 years' experience in the market.



Headquartered in the UAE reaching regional and global clientele.



Since its Inception, Al Qudrah has gratified over 200+ clients from various sectors of the industry

WHY AL QUDRAH ?



We design and implement state of the art web spaces for our clients



We are nimble, agile and are super quick in providing traditional and digital marketing solutions to our clients



With consumers, our mantra is to engage, inspire and amplify the content.



Engineering Digital & Traditional Marketing solutions that deliver epitome of class innovations coupled with our adaptive mindset and subject matter expertise.

Service Expertise



Media Planning
& Buying



Branding



Content Marketing



Digital Marketing



Audio & Video
Production



Programmatic Ad
Space Experts



Promotional Activities



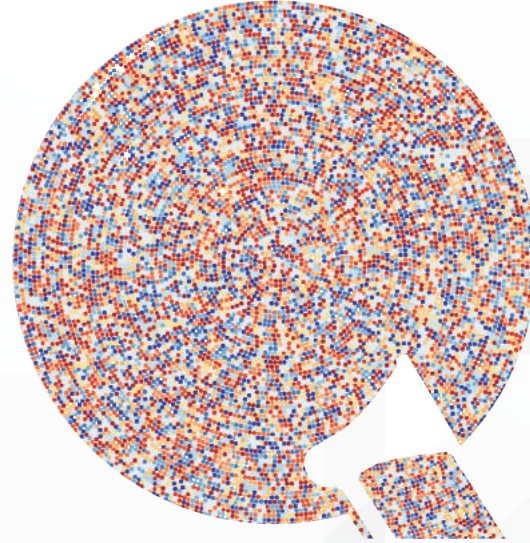
Events & Exhibition



Mobile App Development



Web Development

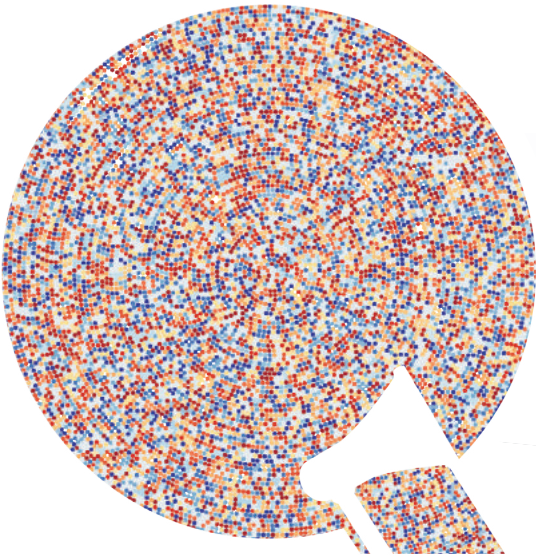


al Qudrah

OUR VISION

We focus on the Future!

“ To accomplish goals exceeding expectations, through strategically sound and emotion-inducing creatives, leaving a fingerprint on the vast media landscape. We bring your campaigns to the right audience, with the right message at the right place and time. Achieving the pinnacle of effective brand communication and awareness through result-oriented marketing practices and efficient brand campaigns, meticulously crafted to your desire. “



OUR MILESTONE



2014

Globalization

We opened a branch office in Cyprus



2013

Globalization

We opened a branch office in India & Turkey



2011

Establishment

Al Qudrah was established in the heart of Dubai. Now we are known as one of UAE fastest growing media agency



2015

Globalization

We opened a branch office in Singapore



2016

Top brand list

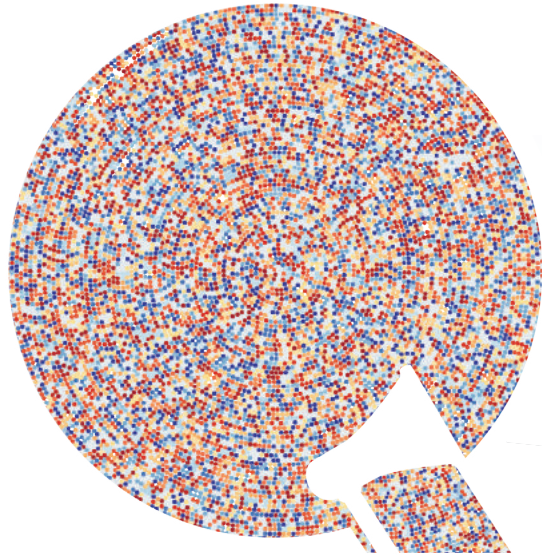
Nakheel , Dubai culture, Marriot National youth council, Novotel, Singapore, Sharjah Media, UAE Ministry of Health,Lolo Intl Group



2017

Oracle

We become Oracle's 3rd partner Globaly



INDUSTRIES OF BUSINESS

+8
YEARS

Governments
Real Estate & Dev.

+13
YEARS

Consumer Electronics/Retail
Telecom
Luxury products

+15
YEARS

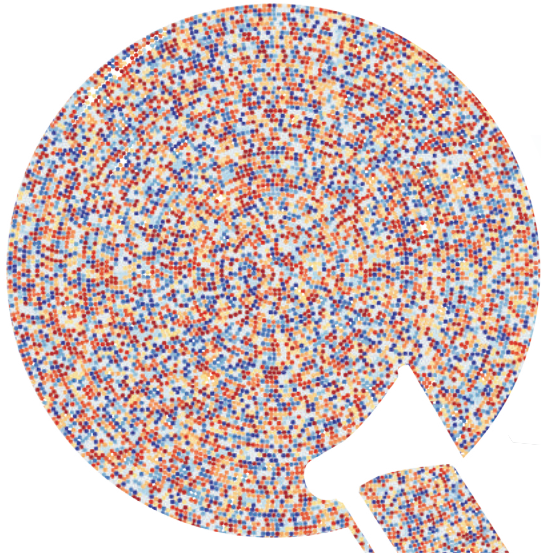
Personal products

+18
YEARS

Banking & Financials
FMCG

+23
YEARS

Automobiles
Food & Beverages



SHARE
lol

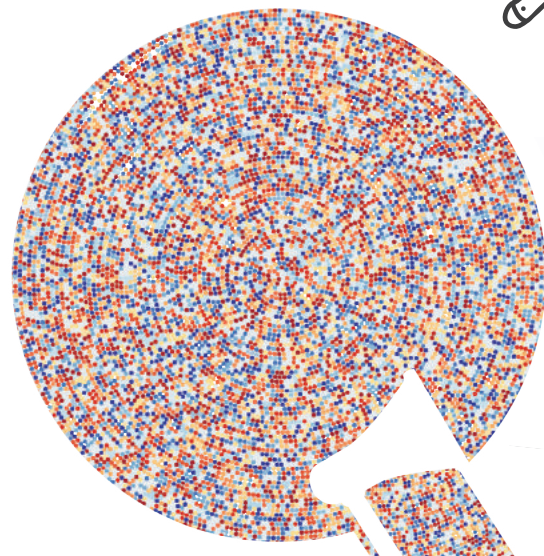
LIKE

SOCIAL MEDIA Digital Marketing Management

TWEET

follow

Sms





3.7%

Of the total worldwide internet users are from the Middle east.



88%

Of the Middle East's online population uses social networking sites daily.



80%

Of the users in the Gulf region are from Saudi Arabia and United Arab Emirates



87%

Of the UAE residents use Facebook followed by YouTube with 73 percent.

WHAT YOU MISS WITHOUT AN EFFECTIVE DIGITAL MARKETING PLAN



BRAND AWARENESS

- . Reaching your target audience through following the right marketing strategies.



CONCEPT AND CAMPAIGN MANAGEMENT

We provide an endless flow of creative concepts and ideas to execute a campaign. Our team has effectively worked with various brands in different industries. Their collective experiences and expertise are our sources of sustainable creativity.



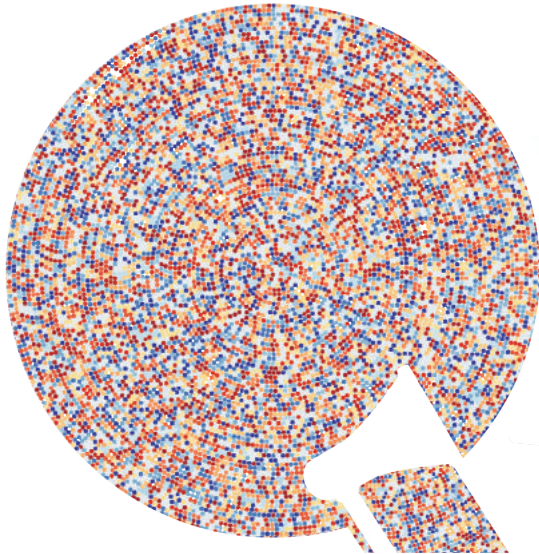
ADVOCACY

- . Showcase all positive reviews .
- . Curated Content (Links, articles, videos & testimonials).



USER ENGAGEMENT

- . Consist of contents or competitions that will initiate user's participation.
- . Brainstorming competition mechanics to increase engagement.
- . Sharing engaging content and competitive advantages that differentiate the be and in the market



OUR SOLUTIONS

SOCIAL MEDIA STRATEGY

Establish brand awareness through effective social media strategic plan.
We Conduct SWOT analysis on the client's online and social presence to understanding the brand's culture and values .

COMMUNITY AND CONTENT MANAGEMENT

Catchy, snackable and compelling contents will be laid out to capture the attention of the target audience.
It is imperative to know the tone of the brand and communication guidelines.

REPORTS AND MONITORING

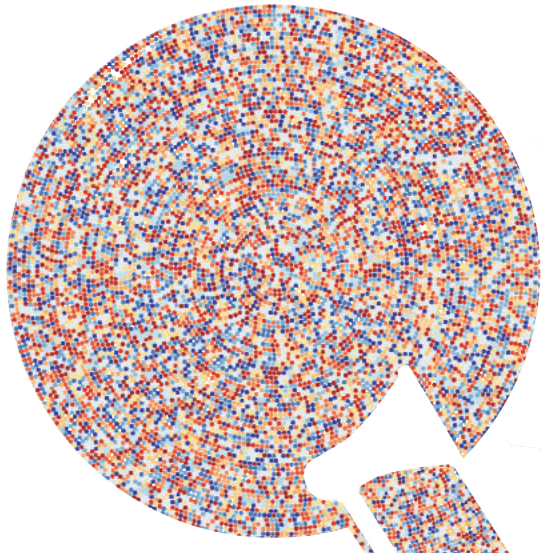
We provide extensive monitoring on every strategy we employ.
Every metrics and analytics are being examined to determine the progress of each campaign.

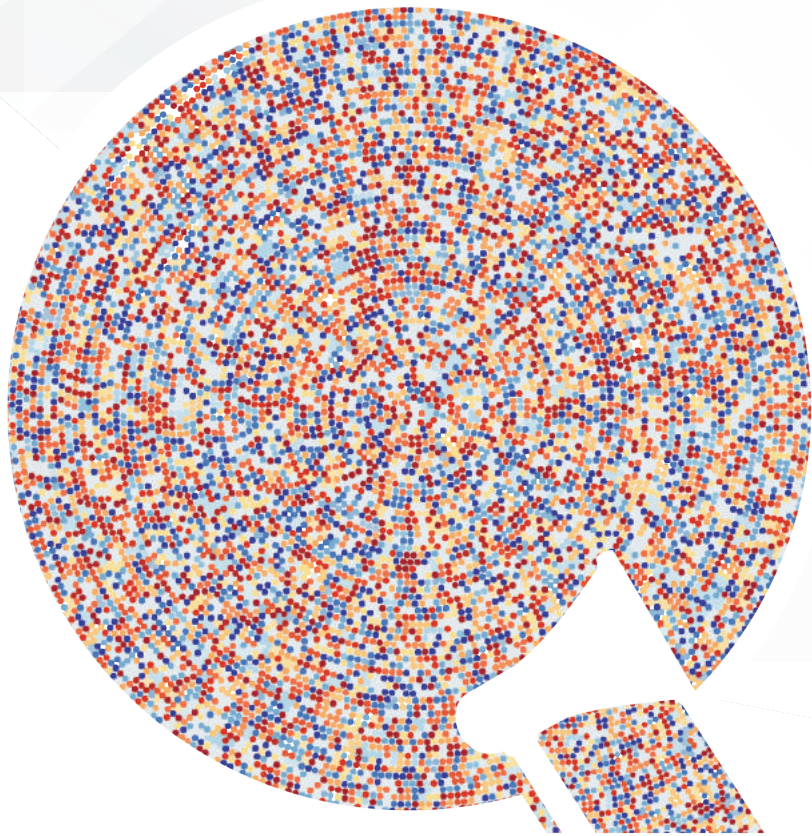
ADVERTISING

plays a pivotal role in a brand's engagement and awareness campaign.
It allows a massive progress on every campaign.
Through ads, the leads and sales become more achievable.

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FEW OF THE MANY PROMOTIONAL ACTIVITIES THAT WE DID

Emirates Association Of visually Impaired

Activity Brief

To create visuals and strategy to promote the event.

Objective

To create brand awareness and educating the audience about the initiative catering to the visually impaired Using maximum potential of the digital tools readily available to boost the events through online promotional strategies.

Connecting with audience at an emotional level along with subtle integration of the brand.

Activity Period

14 Days

Achievements

- Created beautiful video promotional activities to reach larger audience.
- Videos reached over 100K views in a matter of days.
- Increased footfalls after promotional activities.



Zaytoni Restaurant (Dubai Mall & Jumeirah)

Activity Brief

Promotional Activities for their top menu items.

Objective

To create a strategic digital plans to increase footfalls in their restaurants and improve their digital persona on all digital media platforms through visually stunning imagery.

Create social media posts and video posts to promote and entice the audience.

Activity Period

10-14 days apart from regular social media activities.

Achievements

- 📊 More than 2k views in Instagram
- 📊 Over 50 enquiries on Instagram
- 📊 Reached over 4K people on Facebook
- 📊 Over 300 comments on Facebook
- 📊 Increased footfalls post campaign



ZAYTONI

Rotana Café

Activity Brief

To increase footfalls and increase social media engagement.

Objective

Create a contest to engage the audience in way that it drives audience to our social pages and increase reach and engagement of their existing social handles. Focusing on the customer engagement and acquiring new following through effective gratification for the participants.

Activity Period Weekend Contest Campaign

Achievements

- Over 60 entries on Instagram
- Over 300 comments on Facebook
- Increased engagement post campaign



Exiom Fitness

Activity Brief

Grand launch of their new packages and services.

Objective

Creating a buzz on social media platforms about the brands new discounted packages and services to the right audience.

To motivate and inspire the target audience to engage and take up the new offer through creative and visually enticing posts on social platforms.

Activity Period 7 days

Achievements

- Over 100 enquiries on Instagram
- Reached over 7K people on Facebook
- Over 400 comments on Facebook
- Increased footfalls post campaign & customer engagement on social handles.

Exiom
Health & Fitness professionals

FIND YOUR GREATNESS

Personal Training

Group Classes

Body Building

Nutrition

	THEN	NOW
1 Session:	250 AED	188 AED
10 Sessions:	2,250 AED	1,688 AED
20 Sessions:	4,000 AED	3,000 AED
30 Sessions:	5,500 AED	4,125 AED

Offer valid till 15th of April.

SUBSCRIBE NOW

+971 52 8049 240

exiomfitness



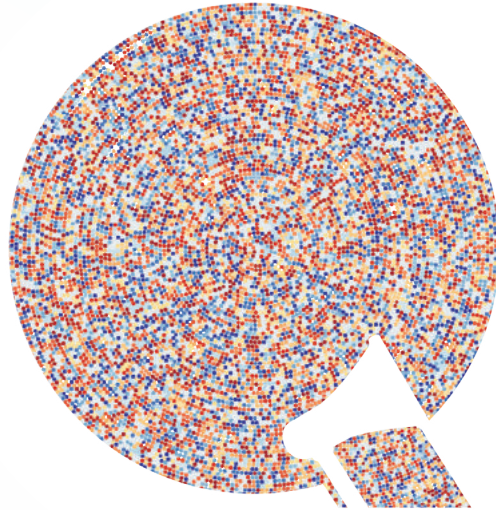
PROMOTIONAL POSTER SAMPLES



PROMOTIONAL POSTER SAMPLES



OUR ESTEEMED CLIENTS



OUR PACKAGE OPTIONS

SILVER Starting From 8,000 AED	GOLD Starting From 10,000 AED	DIAMOND Starting From 15,000 AED	Custom
Facebook & Instagram	Facebook & Instagram & Twitter	All social media accounts	Just tell us what you need
20 posts per month	25 posts per month	30 posts per month	and we will do your
2 artworks	4 artworks	6 artworks	own customized plan !!
Arabic or English	Arabic & English	Arabic & English	
Content posting/ engagement	Content posting/ engagement	Content posting/ engagement	
15-60 secs video every 3 months	15-60 secs video every 2 months	5-60 secs video every 1 month	
3 hour photography session	5 hour photography session	Full day photography session	
Ad Campaign management	Ad Campaign management	Ad Campaign management	
1 contest per month	2-3 contest per month	up to 6 contest per month	
Content creation	Content creation	Content creation	
Business social media set up	Business social media set up	Business social media set up	
Statistics/ report every month	Statistics/ report every month	Statistics/ report every month	
X	Spam monitoring	Spam monitoring	
X	Influencer management	Influencer management	
X	X	1000 SMS Messages	
X	X	Dedicated account manager	

OUR BUSINESS RESOURCES



Government services



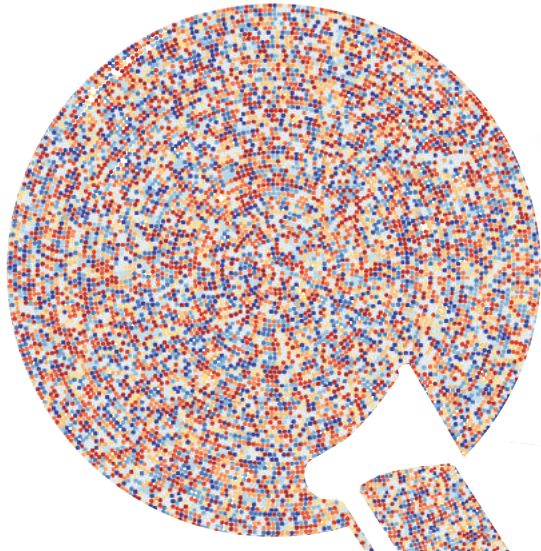
Regional and
domestic brands



Semi - Government services



International Brands



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THANK YOU

